

THE WALL STREET JOURNAL

30 BROAD STREET, NEW YORK, N. Y. 10004

EDGAR A. ROLL
CIRCULATION SALES DIRECTOR

Who, me ???

Yes, you

It may come as a mild shock to you that I am asking you to make the experiment, over the next ten weeks, of reading The Wall Street Journal under the special-trial plan described below.

Unless you happen to have fairly substantial investment holdings, your reaction may be "What information of any real use or value to me can I get from a financial paper?"

If you feel that way, it is because the true nature of The Journal, the basic functions and purposes which it fulfills, has never been made clear to you. The Journal (now the second largest daily) is actually a complete business-information service in interesting newspaper form. Its coverage of financial markets is only a part of its broad, over-all business-news content.

And here's the most important point:

Even if you have no investments whatever, The Wall Street Journal can be of tremendous help to you, during the tense weeks ahead, in making your daily business decisions and judgments. Every substantial citizen -- everyone with a better-than-average income or position, whether a junior or senior executive, the owner of a business, or a professional man -- will find that the information in The Journal relates directly to his personal income, his position and his future.

A new Journal exclusive; the Labor Letter:

Everyone's job, of course, is influenced by the vagaries of labor-management relations. But this brand-new front-page feature reports this and a lot more ... in quick, significant paragraphs. The Labor Letter also deals with national trends and local policies -- everything from drop-outs to integration, from automation to women workers, from

(over, please)

retraining to moonlighting. And you'll find it only in The Journal each Tuesday.

On other days this front-page space is given over to the "Business Bulletin," "The Tax Report," "Washington Wire," and "The Outlook." Each a specialized, once-a-week exclusive in The Journal.

By keeping abreast of important new trends and developments such as these reported in The Journal, you can increase your personal prestige, make decisions that are more farsighted and better informed, and be warned of impending dangers.

In all probability, you're not now getting all the important business and Washington information The Journal will give you. But even if you were, then you would have the time-taking job of consulting at least a dozen separate sources, as compared with the 12 to 15 minutes a day The Journal takes to give you the gist of it all.

Will you put our statements to the proof -- over a trial period of ten weeks (50 issues) for the very small investment of \$5?

Simply mail us the Acceptance Card enclosed. We'll send you The Wall Street Journal each business day for the next ten weeks. Should The Journal not measure up to your expectations, you may cancel this trial arrangement entirely at any point, and receive a full refund for the undelivered portion of your subscription.

If you feel as we do that this is a fair and inexpensive proposition, then you will want to find out without delay, if The Wall Street Journal can do for you what it is doing for over 2-1/2 million readers. So please mail the enclosed Acceptance Card now, and we will start serving you immediately.

Sincerely yours,

Edwin C. Bell

EAR: gk

Encs.

FIRST CLASS

Permit No. 1591

NEW YORK, N. Y.

BUSINESS REPLY MAIL

NO POSTAGE STAMP NECESSARY IF MAILED IN THE UNITED STATES

Via AIR MAIL

POSTAGE WILL BE PAID BY

THE WALL STREET JOURNAL

SUBSCRIPTION ACCOUNTING DIVISION

200 BURNETT ROAD

CHICOPEE, MASS. 01021





THE KIPLINGER WASHINGTON LETTER

1729 H Street, Northwest, Washington, D.C. 20006

BOOM AND INFLATION AHEAD--and What YOU Can Do About It

The next few years will see the biggest boom this country has ever known. And with it...inflation.

Those who prepare for the boom times ahead will reap big dividends for their foresight...and avoid the blunders others will make.

You'll get the information you need for this type of planning in the Kiplinger Washington Letter... and the enclosed form will bring you the next 4 months of this helpful service on a Special Introductory Basis. The fee: A low \$4 for the next 4 months.

During the depression, in 1935, Kiplinger warned of inflation and told what to do about it. Those who heeded his advice are well off today.

Again, in January of 1946, Kiplinger renounced the widely-held view that a severe post-war depression was inevitable. Instead he predicted shortages, rising wages and prices, a high level of business. And again, those who heeded his advice were able to avoid losses, to cash in on the surging economy of the late '40s and the early '50s.

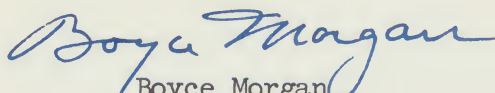
Now Kiplinger again foresees inflation and in his weekly Letter to clients he points out profit opportunities in the future...and also dangers.

The Kiplinger Letter not only keeps you informed of present trends and developments, but gives you advance notice of new government policies... political moves and their real meaning...money policy...foreign affairs... investments...union plans and tactics...employment...wages...anything that will have an effect on you, your job, your personal finances, your family.

To take advantage of this Special Introductory Offer and benefit from the Letter's keen judgments and helpful advice...fill in and return the enclosed form. Your \$4 payment, for 4 months of service, represents a saving over the regular annual rate of \$24 at which more than 4 out of 5 regular Kiplinger readers renew their service year after year. You may send your payment along with your order, or ask to be billed later.

Either way, I'll start service as soon as I hear from you, and you'll have each weekly issue on your desk every Monday morning thereafter.

Sincerely,


Boyce Morgan
Vice President

BM:wip

Here's What This Offer Brings You:

- The Wall Street Journal every business day for the next 10 weeks for just \$5.00.
- The privilege of cancelling at any time — with a full refund covering the unused portion of your trial subscription.

NOTE: If you are already a Journal subscriber . . . we'd appreciate your passing along this invitation to a friend or business associate who might be interested.

THE WALL STREET JOURNAL

30 Broad Street, New York, N.Y. 10004

I accept your invitation to try THE WALL STREET JOURNAL, with its reports of important developments and trends. Please send it to me daily for the next Ten Weeks for \$5.

- ☐ Check attached ☐ Bill me
☐ I prefer one year at \$26.

T H NELSON SYS ENGR
INTERLOCKING SYSTEMS CO
BOX 1546
POUGHKEEPSIE N Y 12603

1EBEW

SIGNATURE _____

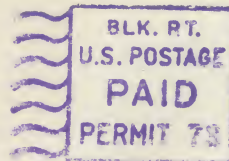
Above price applies to U.S. and Possessions

Please give us your Zip Code

THE WALL STREET JOURNAL

EDGAR A. ROLL

30 BROAD STREET, NEW YORK, N.Y. 10004



BUSINESS REPLY MAIL

No postage stamp necessary if mailed in the United States

FIRST CLASS

PERMIT NO. 3-R

Washington, D.C.

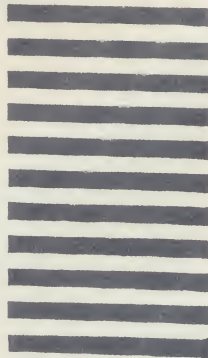
postage will be paid by



THE KIPLINGER WASHINGTON EDITORS, INC.

1729 H Street, N.W.

Washington, D.C. 20006



REFUND GUARANTEE

The unused portion
of your payment
will be returned
to you promptly,
any time you feel
this service is not
worth far more to
you than it costs.

Check and return this form promptly



THE KIPLINGER WASHINGTON EDITORS, INC.

1729 H Street, Northwest, Washington, D.C. 20006

Please send me the Kiplinger Washington Letters for 4 months . . . only \$4.

T NELSON SYS CONSLT
BOX 1546
POUGHKEEPSIE NY

PLEASE ADD OR VERIFY YOUR ZIP CODE

LFZ-44

☐ *payment enclosed*

☐ *bill me*

☐ *bill company*

This special trial offer is open only to *new* subscribers. Regular rate \$24 a year. If you wish to save time, trouble and expense by subscribing *now* for a full year, you may still get the benefit of the reduced trial rate on the first 4 months of your annual subscription.

Check here if you prefer:

☐ *1 year for \$20.*

(4 month trial for \$4, plus 8 months of regular service for \$16.)

SUBSCRIBE NOW to the Kiplinger Washington Letters . . .

. . . and use them every Monday morning to interpret, analyze, weigh and evaluate all developments pertinent to your job or your business. You'll find decision-making easier, your work week smoother, and your business and personal planning more effective and profitable.

Since 1923 men of affairs have read and used the Kiplinger Letters to their personal profit. More than 4 out of 5 Kiplinger clients renew their Letter service year after year . . . proof that they find the Letters a valuable investment. You, too, will discover that the Letters pay for themselves many times over as you profit from their judgment and advice.

***To try the Kiplinger Letters for 4 months for only \$4,
check the other side of this form and mail it today to:***

The Kiplinger Washington Editors, Inc., Washington, D.C. 20006

75a

REFUND GUARANTEE

The unused portion of your payment will be returned to you promptly, any time you feel this service is not worth far more to you than it costs.

Extra Bonus For Cash Subscribers

Enclose payment now and we will include a copy of our special "10-year Forecast" Letter.

This revealing report details business growth from now to the mid-70's. Forecasts production, profits, income, population and the growingest lines. Includes a map comparing growth rates of the nation's major metropolitan areas.

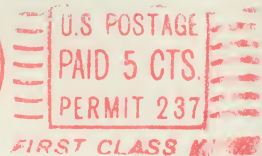
This startling report will be sent to you FREE if you enclose payment with your order.

Kiplinger looks to the future:

BOOM AND INFLATION AHEAD

and what you can do
about it

(see details inside)



FIRST CLASS MAIL

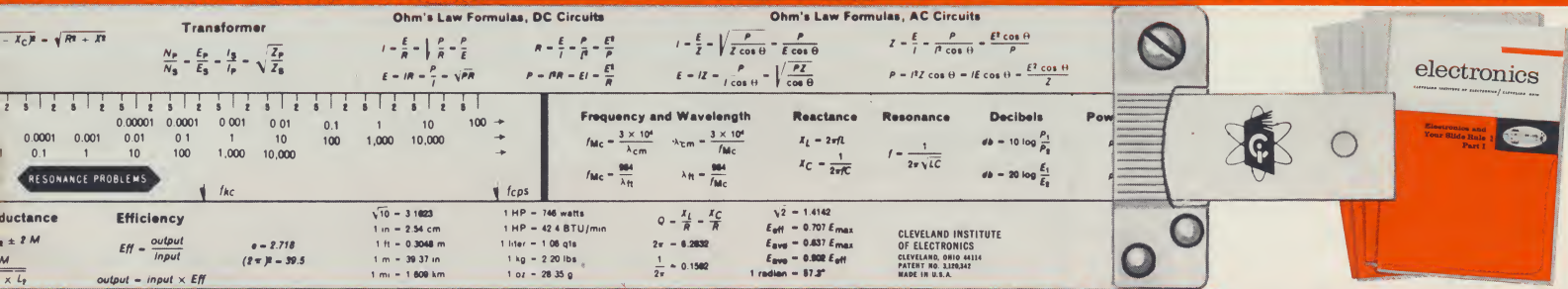
THE KIPLINGER WASHINGTON LETTER

1729 H Street, Northwest, Washington, D.C. 20006

New...Electronics Slide Rule

with Four-Lesson AUTO-PROGRAMMED Instruction Course!

TM



Solve Electronics Problems in Seconds!

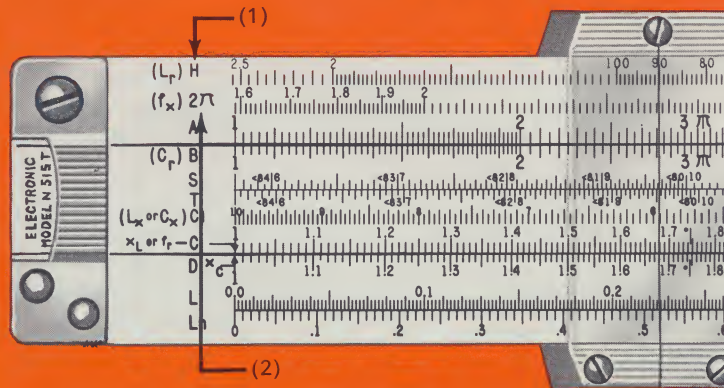
"Cleveland Institute of Electronics has designed this Electronics Slide Rule to meet the specific needs of men who work or have an interest in electronics or electricity. It's a professional, high-quality instrument that will save you hours of valuable time in all types of computation. To help you become a real "pro" with this amazing rule, it comes complete with an Instruction Course of four AUTO-PROGRAMMED* Lessons. Men who have used it tell us this course alone is worth far more than the cost of *both* the slide rule *and* instruction course. We hope this booklet will answer all your questions about the CIE Slide Rule. It's a useful, practical tool and I know it will help you solve electronics problems quickly and accurately."

*TRADEMARK

Carl E. Smith
 Founder
 and Electronics Consultant



Look! A high quality



Once you hold a CIE Electronics Slide Rule in your hands you'll know why technicians, students, hobbyists and engineers call it the "most useful tool" they've ever seen! This is no toy, no gadget. It's all-metal, a full 10" long and made to CIE's rigid specifications by Pickett, Inc. All components (body, slide and indicator) are precisely fitted to assure permanent accuracy and smooth, easy move-